"I hope you won't think I'm boasting when I say that grown-up ladies stop my carriage, *time and time again*, and admire my skin. I usually feel too shy to talk to strangers, but I don't mind saying in print that my only beauty-treatment has been Ivory Soap every day since I was three days old."

To grown-up owners of sensitive complexions-

A helpful message from America's youngest beauties

"I'm rather athletic, but not the real outdoor type. My skin *is thin and very sensitive*, and at one time was inclined to be a little red and rough. It was on the doctor's advice that my mother began to use Ivory Soap on me—all over. And I can truly say that I have never had the slightest trouble with my skin since."

"I suppose I could be called a home-girl. I'm fond of pets, and I'm learning to be helpful about dressing myself and things like that. I always think that a quiet person like me just *must* have a smooth attractive skin. So I'm grateful to my mother for keeping my skin clear and smooth with Ivory Soap."

"You'd never think to look at me now that the neighbors used to say, 'My, what a fretful baby!' . . . The trouble was that my skin always felt annoyingly tight and drawn after my daily bath. Mother fixed that up by changing to Ivory."

"I've always said that baths should be a *real pleasure*. So I've used Ivory Soap every day because the smooth, pure lather is so comforting to a delicate skin. (And, of course, Ivory is much more fun for me because it floats.)"

SKIN like a blossom, delicate, smooth and rosy—it's an irresistible charm which millions of babies possess. Isn't it one of the things that make a baby so kissable?

You may have noticed that these young stars of the home have a very simple beauty-treatment . . . they are careful of their diet . . . they take a great deal of exercise (kicks and squirms preferred) . . . and, by a great majority, *they choose pure, gentle Ivory as their only toilet soap.*

Grown-up skins need this care, too

Could *any* skin have better care? Doctors say *no*. Doctors say that if you want your grown-up complexion to be clear and lovely, take some exercise, avoid too-rich foods, and wash your face every day with warm water and *a pure soap*.

If your skin is dry and sensitive, you need an especially pure, gentle soap. (All the Ivory babies would say you simply cannot find a purer, kinder soap than Ivory.)

If your skin is oily and, like so many oily skins, inclined to have blackheads and blemishes, you probably should have at least three Ivory cleansings every day.

Ivory lather is smooth and creamy. It bubbles down gently into the pores, coaxing out soil and excess oil. It leaves your skin with that clean baby-clean look.

All that soap can do for your skin, Ivory does . . . It cleanses safely. It protects. It is kind to sensitive skins . . . So tonight when you get ready for bed, perhaps you'll think of all those babies who have never known a complexion worry—and begin *their* beauty treatment.

Should you like a free little book answering "What kind of care for different skins? For hair, hands, figures? The 'why' of wrinkles." Simply send a post card for "The Art of being Charming" to Catherine Carr Lewis, Dept. 56-D13, Box 1801, Cincinnati, Ohio.

IVORY SOAP

. . . kind to everything it touches

99 44/100 % Pure "It floats"